

WHAT IS CLAIMED IS:

1. A television system comprising:
a receiver for recovering a television signal being currently broadcast;
a display monitor for displaying the recovered television signal;
means for displaying on the monitor a television picture from the recovered television signal simultaneously with both an informational message and an advertising message.
2. The television system of claim 1, in which the informational and advertising messages are displayed in pop-up areas that cover at least a portion of the television picture.
3. The television system of claim 2, in which the informational messages relate to the content of the television picture from the recovered television signal.
4. The television system of claim 2, in which the informational messages relate to later programming on the channel of the recovered television signal.
5. The television system of claim 2, in which the informational messages relate to current programming.
6. The television system of claim 1, additionally comprising means for displaying a composite of an EPG and an advertising message.
7. The television system of claim 6, additionally comprising means for displaying an EPG alone.
8. The television system of claim 6, additionally comprising means for storing EPG data including at least one stored background color value.
9. The television system of claim 8, additionally comprising means for using the stored background color value to display the EPG alone.
10. The television system of claim 8, additionally comprising means for substituting a transparent value for the stored background color value to display the composite.